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# EDITORIAL

We declare as a fundamental principle that Truth is the basis of all correct Journalism. To go beyond the truth, either in headline or text, is subversive of good Journalism. To suppress the truth, when it properly belongs to the public, is a betrayal of public faith.

Editorial comment should always be fair and just and not controlled by business or political expediency. Nothing should be printed editorially which the writer will not readily acknowledge as his own in public.

Control of news or comment for business considerations is not worthy of a newspaper. The news should be covered, written and interpreted wholly and at all times in the interest of the public. Advertisers have no claim on newspaper favor except in their capacity as readers and as members of the community.

No person who controls the policy of a newspaper should at the same time hold office or have affiliations, the duties of which conflict with the public service that his newspaper should render.

# ADVERTISING

It is not good ethics nor good business to accept advertisements that are dishonest, deceptive or misleading. Concerns or individuals who want to use your columns to sell questionable stocks or anything else which promises great returns for small investment should always be investigated. Our readers should be protected from advertising sharks. Rates should be fixed at a figure which will yield a profit and never cut. The reader

deserves a square deal and the advertiser the same kind of treatment.

Advertising disguised as news or editorial should not be accepted. Political advertising especially should show at a glance that it is advertising. It is just as bad to be bribed by the promise of political patronage as to be bribed by political cash.

To tear down a competitor in order to build up one's self is not good business, nor is it ethical. Newspaper controversies should never enter newspaper columns. Good business demands the same treatment to a competitor that one would like for a competitor to give to one's self. Create new business rather than try to take away that of another.

Advertising should never be demanded from a customer simply because he has given it to another paper. Merit, product and service should be the standard.

# SUBSCRIPTION

The claiming of more subscribers than are actually on the paid list in order to secure larger advertising prices is obtaining money under false pretenses. The advertiser is entitled to know just what he is getting for his money, just what the newspaper is selling to him. Subscription lists made up at nominal prices or secured by means of premiums or contests are to be strictly avoided.

# OUR CODE:

*In every line of journalistic endeavor we recognize and proclaim our obligation to the public, our duty to regard always the truth, to deal justly and walk humbly before the gospel of unselfish service.*

## Creed of the Industrial Press

Adopted by the Federation of Trade Press Associations in 1913

1. We believe the basic principle on which every trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

2. We believe in TRUTH as applied to editorial, news, and advertising columns.

3. We believe in the utmost frankness regarding circulation.

4. We believe the highest efficiency of the business press of America can be secured through CIRCULATIONS OF QUALITY rather than of QUANTITY—the character, and not mere numbers, should be the cri-

terion by which the value of a publication should be judged.

5. We believe in coöperation with all those movements in the advertising, printing, publishing, and merchandising fields which make for business and social betterment.

6. We believe that the best interests of the manufacturers, the business press, and consumers can be advanced through a greater interchange of facts regarding merchandise and merchandising, and to this end invite coöperation by manufacturers and consumers.

7. We believe that the logical medium to carry the message of the manufacturer directly to the distributor and the user is the business press.

8. We believe that while many advertis-

ing campaigns may profitably employ newspapers, magazines, outdoor displays, etc., no well-rounded campaign seeking to interest the consumer or user is complete without the business press.

9. We believe in coöperation with all interests which are engaged in creative advertising work.

10. We believe that business papers can best serve their trades, industries, or professions by being leaders of thought; by keeping their editorial columns independent of the counting-room, unbiased and unafraid; by keeping their news columns free from paid reading notices and puffery of all kinds; by refusing to print any advertisement which is misleading or which does not measure up to the highest standards of business integrity.

## Standards of Practice for Business Papers

Adopted by American Business Papers, Incorporated, in 1916

The publisher of a business paper should dedicate his best efforts to the cause of business and social service, and to this end should pledge himself:

*First:* To consider first the interests of the subscriber.

*Second:* To subscribe to and work for truth and honesty in all departments.

*Third:* To eliminate, so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns and to make his criticisms constructive.

*Fourth:* To refuse to publish puffs, free reading notices, or paid write-ups; to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"

*Fifth:* To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.

*Sixth:* To solicit subscriptions and advertising solely on the merits of the publication.

*Seventh:* To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper and authentic verification.

*Eighth:* To coöperate with all organizations and individuals engaged in creative advertising work.

*Ninth:* To avoid unfair competition.

*Tenth:* To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

## Standards of Editorial Practice

Adopted by the Editorial Conference of the New York Business Publishers Association, June 17, 1921

The editor of a business paper should dedicate his best efforts to the advancement of the industry which his paper represents in all ways consistent with the public welfare, as well as to measures of

public service, and to this end should pledge himself:

1. To consider first the interests of the subscriber.